

PATENT ABSTRACTS

12/5/6 (Item 5 from file: 350)
 DIALOG(R)File 350: Derwent WPIX
 (c) 2009 Thomson Reuters. All rights reserved.

0015205532 *Drawing available*
 WPI Acc no: 2005-555553/200556
 XRPX Acc No: N2005-455519

Electronic advertising campaign modification in electronic market transaction, involves altering placement of electronic advertisement related to advertising campaign, according to terms of campaign, when proposed change is received

Patent Assignee: ADVERTISING.COM INC (ADVE-N); FERBER J B (FERB-I); KRONTHAL E (KRON-I)

Inventor: FERBER J; FERBER J B; KRONTHAL E

Patent Family (2 patents, 106 countries)							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
WO 2005071589	A2	20050804	WO 2005US17	A	20050114	200556	B
US 20050171844	A1	20050804	US 2004536501	P	20040115	200556	E
			US 200534919	A	20050114		

Priority Applications (no., kind, date): US 2004536501 P 20040115; US 200534919 A 20050114

Patent Details						
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
WO 2005071589	A2	EN	27	8		
National Designated States,Original	AE AG AL AM AT AU AZ BA BB BG BR BW BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE EG ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NA NI NO NZ OM PG PH PL PT RO RU SC SD SE SG SK SL SY TJ TM TN TR TT TZ UA UG US UZ VC VN YU ZA ZM ZW					
Regional Designated States,Original	AT BE BG BW CH CY CZ DE DK EA EE ES FI FR GB GH GM GR HU IE IS IT KE LS LT LU MC MW MZ NA NL OA PL PT RO SD SE SI SK SL SZ TR TZ UG ZM ZW					
US 20050171844	A1	EN			Related to Provisional	US 2004536501

Alerting Abstract WO A2

NOVELTY - The advertising campaign terms including start-end period of campaign, unit price and range of **acceptable** changes, are determined. The **placement** of electronic **advertisement** related to the advertising campaign, is altered in real time according to the determined terms, when proposed change is received.

DESCRIPTION - An INDEPENDENT CLAIM is also included for system for adjusting term of agreement of advertisement campaign.

USE - For modifying electronic advertising campaign in electronic market transaction over **internet**.

ADVANTAGE - Provides optimum placement information from advertisement placement server to publisher server to present appropriate advertisements to consumer.

DESCRIPTION OF DRAWINGS - The figure shows a block diagram of the advertisement bid system.

100 advertisement bid system

21/5/4 (Item 3 from file: 350)
DIALOG(R)File 350: Derwent WPIX
(c) 2009 Thomson Reuters. All rights reserved.

0014792639 *Drawing available*
WPI Acc no: 2005-140323/200515
XRPX Acc No: N2005-119332

Online service user response tracking method, involves creating and storing click-through record if user clicks advertisement, and sending notification signal to online server to notify clicking of advertisement

Patent Assignee: NETZERO INC (NETZ-N)

Inventor: BLASER S; BURR R; GIFFEN C; HAITSUKA S; MACKENZIE H; WARREN T; ZEBIAN M

Patent Family (1 patents, 1 countries)							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 6847992	B1	20050125	US 1999160422	P	19991019	200515	B
			US 2000628465	A	20000731		

Priority Applications (no., kind, date): US 1999160422 P 19991019; US 2000628465 A 20000731

Patent Details						
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
US 6847992	B1	EN	19	8	Related to Provisional	US 1999160422

Alerting Abstract US B1

NOVELTY - The method involves monitoring if an online service user performs a click-through on an advertisement. A click-through record is created and locally stored by a client application if the user clicks the advertisement. A notification signal is send to an online server to notify the clicking of the **advertisement**. Resource **locators** are received by the application based on a selection protocol associated with the advertisement.

DESCRIPTION - An INDEPENDENT CLAIM is also included for a method of assembling data related to a user`s interaction with an advertisement.

USE - Used for providing an advertisement-related electronic presentation to a user of an online service, and tracking user response.

ADVANTAGE - The notification signal is sent to the online server, in a real time basis, to notify the clicking of the advertisement. The client application initiates the process where the user-related information is passed to the advertisement`s sponsor, thus allowing the sponsor to analyze the data over time and enhance electronic presentations associated with the advertisement.

DESCRIPTION OF DRAWINGS - The drawing shows a block diagram of a network data distribution system.

100 Local device

101 Display

120 Data access network

130 OSP server

150 Web server

21/5/5 (Item 4 from file: 350)
 DIALOG(R)File 350: Derwent WPIX
 (c) 2009 Thomson Reuters. All rights reserved.

0014404597 *Drawing available*
 WPI Acc no: 2004-594375/200457
 XRPX Acc No: N2004-470074

Advertisement distributing method for medium e.g. Internet, involves selecting message from set of messages using selection criterion and delivering selected message to content site with medium adapted to display advertisement

Patent Assignee: LLACH E F (LLAC-I)
 Inventor: LLACH E F

Patent Family (2 patents, 106 countries)							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
WO 2004068317	A2	20040812	WO 2004US2556	A	20040128	200457	B
US 20040186776	A1	20040923	US 2003443358	P	20030128	200463	E
			US 2004767050	A	20040128		

Priority Applications (no., kind, date): US 2003443358 P 20030128; US 2004767050 A 20040128

Patent Details						
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
WO 2004068317	A2	EN	32	4		
National Designated States,Original	AE AG AL AM AT AU AZ BA BB BG BR BW BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE EG ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NA NI NO NZ OM PG PH PL PT RO RU SC SD SE SG SK SL SY TJ TM TN TR TT TZ UA UG US UZ VC VN YU ZA ZM ZW					
Regional Designated States,Original	AT BE BG BW CH CY CZ DE DK EA EE ES FI FR GB GH GM GR HU IE IT KE LS LU MC MW MZ NL OA PT RO SD SE SI SK SL SZ TR TZ UG ZM ZW					
US 20040186776	A1	EN			Related to Provisional	US 2003443358

Alerting Abstract WO A2

NOVELTY - The method involves classifying a set of messages according to a target criterion, where each message contains a corresponding advertisement. A message is selected from the set of messages using a selection criterion that comprises a cost associated with the message. The selected message is delivered to a content site comprising a medium adapted to display the corresponding advertisement.

DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

- A. a method of organizing advertisements
- B. a system for distributing advertisements to a medium.

USE - Used for distributing advertisement to a medium (claimed) that includes a node on the Internet, mobile phone display, television set, radio signal or newspaper.

ADVANTAGE - The method maximizes the revenue generated by an advertising space. The method categorizes advertisement, thereby allowing more efficient target to consumers and associate costs with each advertisement, thereby allowing the distribution of advertisements to be maximized. The method

allows for **the placement** of highly targeted **advertisement** increasing the likelihood **that** the **advertisements** will **be** acted on, and thus increasing the return on investment for each advertisement.

DESCRIPTION OF DRAWINGS - The drawing shows a schematic component of an advertising distribution system in accordance with an advertisement distributing method.

305 Marketplace

315 Content reporting system

320 Tracking system

325 Message server

330 **Advertiser reporting** system

21/5/6 (Item 5 from file: 350)
DIALOG(R)File 350: Derwent WPIX
(c) 2009 Thomson Reuters. All rights reserved.

0014371446 *Drawing available*

WPI Acc no: 2004-560264/**200454**

Related WPI Acc No: 2004-478629

XRPX Acc No: N2004-443205

System of arranging advertisement over internet, delivers statistical report with number of accesses to entrance and action pages and to page access module, for specific responses made to advertisement, to advertiser and affiliate

Patent Assignee: ACTION CLICK CO LTD (ACTI-N)

Inventor: ISHII R; KIDERA S; MATSUMOTO T

Patent Family (1 patents, 1 countries)							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 6763334	B1	20040713	US 1999457591	A	19991209	200454	B

Priority Applications (no., kind, date): US 1999457591 A 19991209

Patent Details					
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes
US 6763334	B1	EN	21	9	

Alerting Abstract US B1

NOVELTY - A server provides an invitation page for entry of advertiser's conditions to establish contract with affiliate. The statistical report with number of accesses to entrance and action pages of web-site and to page access module, ratios of action, page access numbers and module, for specific responses made to advertisement, is delivered to advertiser to evaluate effect of advertisement and to affiliate to charge advertiser.

DESCRIPTION - An INDEPENDENT CLAIM is also included for method of arranging advertisements over network.

USE - For arranging advertisement over network e.g. internet, for a media owner or affiliate having network media such as mailing magazine, opt-in mailing service or web-site, to sell spaces for advertisement expression and banner.

ADVANTAGE - The advertiser can evaluate the effectiveness of the advertisement and affiliate can charge advertiser, reliably based on statistical report for the responses made to the advertisement. Thus advertisement contract can be made simply at the discretion of the affiliate to prompt the advertisement.

DESCRIPTION OF DRAWINGS - The figures show the block diagram of the system of arranging the delivery of advertisements over network and an explanatory view of a statistical **report** issued to an advertiser.

21/5/7 (Item 6 from file: 350)
DIALOG(R)File 350: Derwent WPIX
(c) 2009 Thomson Reuters. All rights reserved.

0014291933 *Drawing available*

WPI Acc no: 2004-478629/**200445**

Related WPI Acc No: 2004-560264

XRPX Acc No: N2004-377325

Advertisements delivery arranging system, has administration module making statistical report for counted responses and delivering report via agents server to advertiser to estimate effectiveness of advertisement

Patent Assignee: ISHII R (ISHI-I); KIDERA S (KIDE-I); MATSUMOTO T (MATS-I)

Inventor: ISHII R; KIDERA S; MATSUMOTO T

Patent Family (1 patents, 1 countries)							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 20040111319	A1	20040610	US 1999457591	A	19991209	200445	B
			US 2003718660	A	20031124		

Priority Applications (no., kind, date): US 1999457591 A 19991209; US 2003718660 A 20031124

Patent Details						
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
US 20040111319	A1	EN	20	9	Continuation of application	US 1999457591

Alerting Abstract US A1

NOVELTY - The system has an arrangement module establishes advertisement contract between an advertiser and an affiliate, and allocates an advertisers web site to an ad space of a network placing an advertisement. An administration module (70) makes a statistical report for analysis of counted responses. The module (70) delivers the report through an agents server to the advertiser to estimate the effectiveness of the advertisement.

DESCRIPTION - The responses are made at the advertisers web site through the ad space and counted using a response measurement module. An INDEPENDENT CLAIM is also included for a method of arranging the delivery of advertisements over a network such as the Internet.

USE - Used for arranging delivery of advertisements over a network such as Internet.

ADVANTAGE - The system is capable of arranging the advertisement in such a manner as to satisfy varying requirements of the advertisers for effective return from the advertisements. The system enables selection of an optimum response expected by the user which is effective for the advertisement and beneficial to the affiliate. The system also facilitates selection of suitable combination of the responses for consistent with varying interests of the advertisers.

DESCRIPTION OF DRAWINGS - The drawing shows a block diagram of a system of arranging the delivery of advertisements over a network.

12 Invitation module

13 Offer module

14 Arrangement module

60 response measurement module

70 Administration module

201 Ad space

21/5/8 (Item 7 from file: 350)
DIALOG(R)File 350: Derwent WPIX
(c) 2009 Thomson Reuters. All rights reserved.

0013890594 *Drawing available*
WPI Acc no: 2004-069805/200407
XRPX Acc No: N2004-056153

Advertising system for marketing, has server to receive feedback for viewed advertisement from user and provides user feedback accordingly

Patent Assignee: MEIER L A (MEIE-I); NURCAHYA H (NURC-I); PARKS S (PARK-I)

Inventor: MEIER L A; NURCAHYA H; PARKS S

Patent Family (1 patents, 1 countries)							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 20030225621	A1	20031204	US 2002375221	P	20020417	200407	B
			US 2003417792	A	20030417		

Priority Applications (no., kind, date): US 2002375221 P 20020417; US 2003417792 A 20030417

Patent Details						
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
US 20030225621	A1	EN	14	5	Related to Provisional	US 2002375221

Alerting Abstract US A1

NOVELTY - The portable computers (PCs) with flat panel display (FDD) (22) positioned at consumer site visiting locations, are connected to a server (40) through Internet (18). The display includes a touch screen user interface to allow user to provide feedback for viewed advertisement to the server. The advertising software (45) in the server, provides user feedback reward to printer connected to the PC.

DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

1. advertising software;
2. advertising method; and
3. business performing method.

USE - Advertising system for advertising industry for marketing.

ADVANTAGE - Provides advertisers the opportunity to advertise to captive audience. **Since the feedback** is received from user in real-time, **the advertisers** can adjust, change, withdraw and improve concepts designated for consumer. Also by adding feedback results to future advertisement, the marketing is improved.

DESCRIPTION OF DRAWINGS - The figure shows the block diagram of the advertisement system.

18 Internet

20 personal computer

22 flat panel display

40 advertising server

45 advertising software

21/5/11 (Item 10 from file: 350)
DIALOG(R)File 350: Derwent WPIX
(c) 2009 Thomson Reuters. All rights reserved.

0012995836 *Drawing available*

WPI Acc no: 2003-073786/200307

Method for manufacturing and notifying banner using internet

Patent Assignee: HOSEO (HOSE-N); LEE T H (LEET-I)

Inventor: LEE C H; LEE T H

Patent Family (1 patents, 1 countries)							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
KR 2002061219	A	20020724	KR 20012157	A	20010115	200307	B

Priority Applications (no., kind, date): KR 20012157 A 20010115

Patent Details					
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes
KR 2002061219	A	KO	1	10	

Alerting Abstract KR A

NOVELTY - A method for manufacturing and notifying a banner using the Internet is provided to notify a banner at a buyer-wanted place and time by managing a design of a **banner**, and a **place** and using time of a banner notifying plate and making the buyer manufacture a banner by referring to a supplied design.

DESCRIPTION - When a buyer connects to a web site, a banner design sample is supplied to the buyer(S102). When the buyer completes a banner design by selecting a wanted design out of the supplied design samples and inputting a wanted character, the completed banner design is stored(S104). When the buyer requests a manufacture as a stored design form, a price is received in accordance with requested numbers and a manufacture is **informed** to a banner **manufacturer**(S106). When the buyer wishes to notify a manufactured banner, information with respect to an available place and time of a banner notifying plate is supplied(S108). If the buyer selects a wanted place and time through the received information, a price is received in accordance with notifying numbers and a banner delivery is **informed** to the banner **manufacturer**(S110). A banner **notification** is informed at the designated place and time(S112).

21/5/12 (Item 11 from file: 350)
DIALOG(R)File 350: Derwent WPIX
(c) 2009 Thomson Reuters. All rights reserved.

0012891388 *Drawing available*
WPI Acc no: 2002-750873/**200281**
XRPX Acc No: N2002-591338

Internet based advertisement distribution simulation method for PDA, cell phone, involves selecting subscribers to whom advertisements are to be transmitted based on target subscriber information

Patent Assignee: ERICSSON INC (TELF); LINDE L (LIND-I)

Inventor: LINDE L

Patent Family (3 patents, 98 countries)							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
WO 2002086677	A2	20021031	WO 2002US13134	A	20020418	200281	B
US 20020194062	A1	20021219	US 2001838397	A	20010419	200303	E
AU 2002250615	A1	20021105	AU 2002250615	A	20020418	200433	E

Priority Applications (no., kind, date): US 2001838397 A 20010419

Patent Details						
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
WO 2002086677	A2	EN	26	8		
National Designated States,Original	AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG UZ VN YU ZA ZM ZW					
Regional Designated States,Original	AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZM ZW					
AU 2002250615	A1	EN			Based on OPI patent	WO 2002086677

Alerting Abstract WO A2

NOVELTY - The subscribers to whom the advertisements are to be transmitted, are selected based on the target subscriber information such as internet level of subscribers. The statistics regarding the selected subscribers are calculated and provided to a user.

DESCRIPTION - INDEPENDENT CLAIMS are included for the following:

1. Advertisement distribution simulating program; and
2. Advertisement distribution simulating system.

USE - For simulating the distribution of targeted advertisement to devices such as computer, telephone, facsimile, PDA, cell phone and pager, through internet and other wireless networks.

ADVANTAGE - Minimizes the consumer's exposure to redundancy advertising and allows them to select the type of advertising they desire to receive. Enables the **advertisers** to receive **feedback** regarding the **effectiveness** of the **targeted** advertising such as response to **advertisement** and revenue generated by the advertisements.

21/5/14 (Item 13 from file: 350)
DIALOG(R)File 350: Derwent WPIX
(c) 2009 Thomson Reuters. All rights reserved.

0012477127 *Drawing available*

WPI Acc no: 2002-423891/**200245**

Method and system for putting up internet advertisement to auction

Patent Assignee: LG ELECTRONICS INC (GLDS)

Inventor: YOON J H

Patent Family (1 patents, 1 countries)							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
KR 2002000922	A	20020109	KR 200034369	A	20000622	200245	B

Priority Applications (no., kind, date): KR 200034369 A 20000622

Patent Details					
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes
KR 2002000922	A	KO	1	10	

Alerting Abstract KR A

NOVELTY - A method and a system for putting up an Internet advertisement to auction are provided to increase the effect of advertisement by putting up to auction an advertisement of a specific Internet site among advertisers.

DESCRIPTION - A new advertiser sends a new advertisement subscription to a desired site(61). If a specific **advertisement position** has been occupied by an existing advertisement, a site server notifies the new advertisement subscription to a current advertiser and lets the current advertiser know that the existing advertisement is to be canceled from the site(62). The current advertiser approves the cancellation of the existing advertisement from the site or suggests a new price(63). In case that the current advertiser approves the cancellation of the existing advertisement, the site server **notifies** to the new **advertiser** that the new advertisement subscription is accepted(64). The new advertiser pays a price for the new advertisement and notifies contents of advertisement to the site server(65).

FULL-TEXT PATENTS

[no relevant results]

NPL ABSTRACTS

[no relevant results]

FULL-TEXT NPL

8/3,K/1 (Item 1 from file: 9)
DIALOG(R)File 9: Business & Industry(R)
(c) 2009 Gale/Cengage. All rights reserved.

02062013 Supplier Number: 25569830 (USE FORMAT 7 OR 9 FOR FULLTEXT)
ORB Digital Offers Wireless Campaign Tracking
(ORB Digital launched wireless version of its Web-based ad campaign tracking technology, called ORBit Express 2000)

iMarketing News , v 2 , n 3 , p 20
January 24, 2000
Document Type: Journal; News Brief (United States)
Language: English **Record Type:** Fulltext
Word Count: 134

TEXT:
...its Web-based ad campaign tracking technology.

Dubbed ORBit Express 2000, the technology allows Internet
advertisers to access **reports** on **ad placement**,
tracking and **optimization** through a Palm VII organizer, according to
Andrew S. Pakula, founder and president/CEO at...

8/3,K/3 (Item 1 from file: 810)
DIALOG(R)File 810: Business Wire
(c) 1999 Business Wire . All rights reserved.

0783356 BW1297

PUBLIC BROADCAST MKTG : Public Broadcast Marketing Inc. Selects Be Free Online Targeting System

December 09, 1997

Byline: Business Editors

...targeting engine include precise targeting, which enables users to deliver a higher response rate to **advertisers**, detailed **reporting** that identifies the **best locations**, **banners** and other selection criteria for maximizing response, and flexible campaign pricing covering tracking and billing...

13/3,K/9 (Item 1 from file: 148)
DIALOG(R)File 148: Gale Group Trade & Industry DB
(c) 2009 Gale/Cengage. All rights reserved.

0019687550 **Supplier Number:** 50104488 (USE FORMAT 7 OR 9 FOR FULL TEXT)
NETGRAVITY: Netcenter portal site extends use of NetGravity AdServer to manage online advertising

M2 Presswire , N/A

June 25 , 1998

Language: English

Record Type: Fulltext

Word Count: 575 **Line Count:** 00054

...licensing additional units of NetGravity AdServer. Netscape has expanded its deployment of AdServer to manage **online** advertising inventory, deliver **ads** by **region** and generate detailed performance **reports** for **advertisers** in all of its markets. The software will serve users in Australia, China, Denmark, France...

13/3,K/10 (Item 1 from file: 275)
DIALOG(R)File 275: Gale Group Computer DB(TM)
(c) 2009 Gale/Cengage. All rights reserved.

02086854 **Supplier Number:** 19641792

Focalink's SmartBanner services ease management of Web advertising. (Focalink Communications' ad placement and reporting service) (Company Business and Marketing)(Brief Article)

Radosevich, Lynda
InfoWorld , v19 , n30 , p72(1)
July 28 , 1997

Document Type: Brief Article

ISSN: 0199-6649

Language: English **Record Type:** Citation

Focalink's SmartBanner services ease management of Web advertising. (Focalink Communications' ad placement and reporting service) (Company Business and Marketing)(Brief Article)

13/3,K/11 (Item 1 from file: 610)
DIALOG(R)File 610: Business Wire
(c) 2009 Business Wire. All rights reserved.

00350125 20000824237B5566 (USE FORMAT 7 FOR FULLTEXT)
Sonicport.com Announces First Quarter Results: Company Reports Revenues

Business Wire
Thursday , August 24, 2000 09:13 EDT
Journal Code: BW Language: ENGLISH Record Type: FULLTEXT Document Type: NEWSWIRE
Word Count: 459

Text:

...application service provider (ASP),
software development, Web development and design, strategic alliances,
broadband hosting services, **e-commerce** services, transaction
processing,
technical support, customer service, strategic marketing and planning,
creative development, television production, media **placement**, and
real-time
ad-performance auditing.
Certain information included herein and on other **company** statements,
reports
and SEC filings is forward-looking within the meaning of the Private
Securities Litigation Reform...